PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y 10017

TO: G. Johnston DATE: February 5, 1986

FROM: W. Berkowsky

SUBJECT: Cambridge KSF

As you requested, we have examined what the Total Inventory is for Cambridge KSF and KSF Box at both the retail and wholesale levels in anticipation of these packings being discontinued. Overall, we can expect approximately 30 million units to be returned.

Provided below is a break-out of inventory levels based on various reorder patterns of the wholesalers. The Retail Inventory levels, derived from Nielsen data, are factored for the remaining retail universe which is not covered by Nielsen.

CAMBRIDGE
KSF AND KSF BOX

Total Inventory
(000,000)

Assumption	Wholesale Inventory (Shipments)	Retail Inventory (Nielsen)	Total Inventory
1 Wk. Supply	2.5	26.1	28.6
1.5 Wk. Supply	3.8	26.1	29.9
2 Wk. Supply	5.0	26.1	31.1

The quantities returned to us would represent approximately 22% to 24% of annualized sales based on 1985 year end results.

Should you have any questions or need additional information, please contact me.

Bill

WB/sl
cc: A. Goldfarb
B. O'Brien ✓
S. Reich
L. Wexler
J. Zoler

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B. J. O'BRIEN

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